

# RACHEL BOTSMAN

TRUST FELLOW – OXFORD UNIVERSITY SAID BUSINESS SCHOOL  
AWARD-WINNING AUTHOR, SPEAKER, AND MEDIA COMMENTATOR

*Acclaimed keynote speaker and leading  
global authority on trust in the digital world*



# RACHEL BOTSMAN

...about her

Rachel Botsman is the leading **global authority** on an explosive new era of **trust**. She is an **expert** on how collaboration and trust enabled by digital technologies will **change** the way we live, work, bank and consume. By distilling complex ideas and research into **clear** and **compelling** content, Rachel gives people the **tools** to **understand** trust.

She is the **Trust Fellow** at **Oxford University's Saïd Business School** where she **designed** and **teaches** new courses on trust and technology.

Rachel is a top-level **keynote speaker** at global events and conferences, tailoring her research to her audiences. A **dynamic** and witty **storyteller**, she is a master at **connecting** with audiences — opening their minds and **stirring** them into action.



# RACHEL BOTSMAN

## Speaking Topics

### **The Currency Of Trust**

Leaders in organizations of all shapes and sizes are asking the same question:

***How do we build more trust?***

Yet it's not quite the right question to be asking. Trust is given to us; it's something we earn slowly, over time. It sounds simple but it's increasingly challenging when it feels like we are living in an age of trust on speed. From a decade of research and working with Fortune 500 companies, Rachel has observed how the way we think and talk about trust often doesn't reflect the way trust works in the digital age. She provides clear insights into how we can make smarter trust decisions in different areas of our life. Through engaging stories, Rachel explains the four traits that create trustworthy environments and how to empower leaders, employees and colleagues to harness the true value of trust.

#### **This keynote will give you:**

- A clear understanding of why trust is fundamental for any organization or relationship to survive and thrive. What the great 'trust shift' means for leaders, companies and start-ups
- The four foundational traits of trustworthiness: competence, reliability, integrity and empathy.
- A powerful way of thinking and talking about trust, setting you up to be a better leader, team player, partner and parent.



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## Speaking Topics

### **Who Can You Trust In The Digital Age?**

From government to business, banks to the media, trust in institutions is at an all-time low. We might have lost faith in some organizations and leaders, but millions of people hop into cars with strangers, exchange digital currencies, or depend on algorithms for recommendations. We still trust: but not the way we used to. Digital technologies are creating one of the biggest trust shifts in history - from institutions to individuals. Drawing on her latest book *Who Can You Trust?*, Rachel explains why trust and influence now lie more with 'the people' - family, friends, colleagues, even strangers - than with experts or elites. This eye-opening keynote provides a dynamic guide to how trust is built, managed, lost and repaired in the digital age.

#### ***This keynote will give you:***

- A clear understanding of new possibilities and challenges created by a new era of 'distributed trust'
- A profound way of thinking about the difference between transparency and trust (and why one does not necessarily lead to the other)
- A new lens for framing disruption and change through a trust shift



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## Speaking Topics

### **Lessons In Persuasion: Trust Leaps**

Imagine the first time we swallow a digital-tracking pill, hand over our life to a self-driving car or let a robot babysit our kids. There's one thing all these leaps require: trust. But in an era where we are increasingly alarmed about issues like tech addiction and privacy, how can we be persuaded over the chasm of fear and encouraged to take a risk on something new? In this dynamic keynote, Rachel reveals the fascinating relationship between trust, risk and innovation. Bringing together a wide range of research and stories, she explains ways to overcome common trust barriers and how people learn to trust strangers, products and ideas.

#### ***This presentation will give you:***

- A clear understanding of how trust leaps enable innovation and change.
- A new way of thinking about the trust state of your customers and employees.
- A new lens on efficiency, speed and trust



# RACHEL BOTSMAN

...author

Acclaimed for her work on how trust is built, lost and restored in the digital age, Rachel Botsman studies how technology transforms human relationships.

**What's Mine is Yours**, was named by TIME as one of the "Ten Ideas That Will Change the World". The book shows how technological advances are driving forms of 'collaborative consumption' which will change forever the ways in which we interact both with businesses and with each other.

In her 2017 book, **Who Can you Trust**, she explains why trust is collapsing in all kinds of institutions and yet, at the same time, the rise of new technologies is enabling "distributed trust" across networks of people, organizations and intelligent machines.

If we are to benefit from this radical shift, we must understand the mechanics of how trust is built, managed, lost and repaired in the digital age.



# RACHEL BOTSMAN

## key facts

Currently ...

- **Trust Fellow** at Oxford University's [Saïd Business School](#)
- **Author** of "[What's Mine is Yours](#)" (2010), named by TIME as one of the "**Ten Ideas That Will Change the World**" and "[Who Can You Trust?](#)" (2017), shortlisted for the **Business Book Awards**.
- **Advisor** to [boards](#), [senior leaders](#) and [governments](#) around the world.
- **Executive producer** and **host** of [Trust Issues](#), an original podcast series.
- Professional **speaker** on [trust](#).

Formerly ...

- **Bachelors Degree** in Fine Arts from the [University of Oxford](#)

Flies from [London](#)

Speaks to audiences around the world, addressing conferences, client forums and management meetings



## Honours and awards

- Young Global Leader – World Economic Forum
- Breakthrough Idea Award – Thinkers50 Top 50 Management Thinkers in the World – Thinkers50
- Top 100 Most Creative People in Business – Fast Company
- Top 20 Speakers in the World – Monocle
- 'Progressive Voice' Women of the Year Award 2018 – InStyle

# RACHEL BOTSMAN

what people say

*"Rachel is a genuine world class speaker who knows how to stir thinking and encourage an audience to open their minds. Months on, I am still receiving emails about her talk. Her polished but warm style coupled with her relevant and clever stories leave an audience with a genuine sense of wonder and awe but most importantly it leaves them curious and hungry for more!"*

**Creative Director, Commonwealth Bank**

*"Rachel Botsman was a brilliant speaker at the 2010 Clinton Global Initiative Annual Meeting. She captured imaginations when speaking about how collaborative technologies are reshaping our relationships and reinventing the world around us in life-changing ways. Rachel is on the vanguard of an extraordinary movement and is sweeping us up with her as she creates new paths into the future".*

**Clinton Global Initiative**

*"Rachel was a fantastic addition to our annual APAC G-Force Conference. She brought our audience a fresh, new and provocative perspective on the sharing economy - with timely updates on how this was shaping global macro-economic trends and consumer behaviour. Without hesitation we would welcome Rachel back to G-Force!"*

**Genesys**



## Useful links for Rachel Botsman:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)





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